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S P E C I A L to Our Former Customers

As you will see, our prices are still \$25.00 per 1000. Nearly all the price lists we have received from Growers and Jobbers prices have been \$27.50 per 1000. We have decided not to raise our prices now, but we may have to later. All our Advance Orders will be taken on the \$3.00 per 100, \$25.00 per 1000 price.

We want to impress on you the advantage of early ordering. It works to our mutual advantage. You are sure of getting your stock when you want it and we have the order in time so we can prepare for it. IF YOU WISH TO CHANGE OR CANCEL YOUR ORDER ANY TIME BEFORE SHIPMENT IS MADE YOU MAY DO SO.

We are making the same offer we have made for a number of years past, viz:

15% discount for Cash With Order orders for delivery in May, June, and July.

10% discount for Cash With Order orders for delivery when ready.

5% discount for Charge orders for later delivery provided they are paid within 30 days from date of invoice.

To take advantage of these discounts order must reach us before.....

MAR 8 1937

Varieties omitted on list:

Tonquin: Late pink pom, Dec.

Valencia: Single orchid pink.

Morning Glow: Ea. pink, similar to Doty.

GENEVA FLORAL COMPANY

Geneva, New York

C H R Y S A N T H E M U M Price List 1937

Prospects seem very bright for the Florist for the coming season. We have had many more inquiries for Price Lists than ever before. We are anticipating a larger call than ever and are trying to prepare for it. In the following list you will find a number of new kinds and we have dropped some of the older ones. Send us your order early.

Our GUARANTEE is the same as we have had for a number of years. "We guarantee to deliver Mum Rooted Cuttings up to and including the 4th zone F. O. B. your Post Office. If cuttings are not satisfactory when you open them they may be returned to us at once CAREFULLY packed and your money will be refunded. If shipment is damaged in transit they must be shown to Post Master or Exp. Agent and you report damage to us at once. In such condition we make adjustment for damages. "Do not expect any allowance if report is not made at once." From the 5th zone and up plants will be sent by express collect. All shipments by express are automatically insured.

We use every care to keep varieties straight and labeled correctly but as to this we give no warranty expressed or implied.

We cannot guarantee a crop as this depends entirely on the grower.

Not less than 25 at 100 rates, and 250 at 1000 rates.

Orders of 1000 or more assorted varieties may take the 1000 rate.

Cash or C. O. D. to all parties without established credit with us.

PRICES: \$3.00 per 100; \$25.00 per 1000, less 5% cash with order.

Less than 25 of a variety, 5¢ each, 50¢ per dozen.

S T A N D A R D S

Early

AMBASSADOR: Large early white.
CELESTRA: Early yellow ball.
CHRYSOLORA: Large yellow.
DETROIT NEWS: Early bronze.
GOLD LODGE: Earliest yellow, good size.
GOV. GREEN: Crimson and gold.
HILDA BERGEN: A good bronze.
INDIANOLA: Large fine bronze.
JUSTRITE: Globular pink.
LUSTRE: Good dark pink, Inc.
MRS. H. E. KIDDER: Bright yellow, Inc.
MRS. C. W. JOHNSON: Choice incurved white.
OCONTO: Large early white.
OCTOBER ROSE: Incurved pink.
QUAKER MAID: Early, Pure white.
QUAKER MAID, YEL: Light yellow sport.
ROSE GLOW: Incurved dark pink.
SILVER SHEEN: Pure white incurved.
SMITH'S ADVANCE: Earliest white.
SUN GLOW: Large bright incurved yellow.
UNAKA: Old standard pink.

Midseason

BETSY ROSS: Popular incurved white.
CHARLES RAZER: Old standard white.
CHIEFTAN: A good standard pink.
J. W. PRINCE: Darker sport of Chieftan.
CITRONELLA: Incurved yellow.
GOLDEN GLORY: A good yellow.
MEFO: Large incurved creamy white.
MEFO, YELLOW: Sport of Mefo.
MONUMENT, WHITE: Large incurved white.
MONUMENT, YELLOW: Sport of W. Monument.
MRS. A. J. STAHELIN: Bronze.
OSCODA: Lavender & Silver.

RICHMOND: Incurved yellow.
ROSE PERFECTION: Midseason pink.
WHITE PERFECTION: Sport of Rose Perf.
SMITH'S BRILLIANT: A good mid. red.
SNOW WHITE: Large incurved pure white.
TURNER, WHITE: An exhibition white.
TURNER, YELLOW: Sport of W. Turner.
TURNER, BRONZE: Sport of W. Turner.
EVENING STAR: New Midseason Pink.

Late

CHATTANOOGA: Large pure white.
MRS. CALKINS: Incurved bright yellow.
DISTINCTION: Large fine late pink.
DEC. GLORY: Perfectly incurved.
FRIENDLY RIVAL: Large incurved yellow.
GARNET KING: Beautiful dark red.
PEARSON, GLADYS: Popular late bronze.
PEARSON, YELLOW: Sport of Glad. Pearson.
GOLDEN KING: Large incurved yellow.
HARVARD: Old standard dark pink.
FRICK, HELEN: Old standard dark pink.
MISTLETOE, WHITE: White for Christmas.
MISTLETOE, YELLOW: Sport of Mistletoe.
MISTLETOE, PINK: Sport of Mistletoe.
MISTLETOE, BRONZE: Sport of Mistletoe.
NELLIE T. ROSS: Large late yellow.
NEL. T. ROSS, GOLDEN: Sport of N. T. Ross.
OAK LEAF: Sport of Pearson.
SIEDWITZ, PINK: Fine late pink.
SMITH'S LATE WHITE: December white.
SMITH'S CHALLENGE: Late incurved white.
SUNGOLD: Late incurved yellow.
THKS. PINK: Large fine deep pink.
WHITTIER: Still profitable late yellow.

P O M P O N S

AUTUMN GLINTS: Choice bronze.
 BUTTERCUP: Old variety of merit.
 CAPTAIN COOK: Lovely shade of rose pink.
 CHRISTMAS GOLD: Late button yellow.
 CLORINDA: Fine Thks. bronze.
 CORA PECK BUHL: Fine early yellow.
 CORDOVA: Large free flowering Thks. white.
 DIANA: Midseason white.
 DOROTHY TURNER: Fine dark bronze, Thks.
 DOTY, PINK: Very popular light pink.
 DOTY, WHITE: Sport of Pk. Doty.
 DOTY, RED: Sport of Pk. Doty.
 DOTY, BRONZE: Sport of Pk. Doty.
 GOLD COIN: Very fine late yellow.
 GOLDEN CLIMAX: Old favorite button yellow.
 GOLDEN SCEPTRE: Fine late bright yellow.
 JEWELL: Large fine early pink button.
 LEGAL TENDER: Attractive bronze and gold.
 LEILAH: Early light pink.
 NEW YORK: Golden bronze about Nov. 1.
 NUGGETS: Early button yellow.
 PAGOSA: Very late pink.
 PINK DOT: Very attractive kind, Late Oct.
 PINK POPCORN: Beautiful shade of pink.
 PRINCETON: Bright orange.
 RODELL: Early yellow to follow Zora.
 ROSE CHARM: Bright pink, about Oct. 25.
 SILVER STAR: Late white.
 UNALGA: Intense yellow for Thanksgiving.
 USONIA: Very productive pink Thanksgiving.
 UVALDA: Our earliest white, first in market.
 WILCOX, FRANK: Fine bronze for Thks.
 WILCOX, RED: Darker than Frank Wilcox.
 YELLOW FELLOW: Clear yellow, large. Nov. 10.
 YEL. HILDA CANNING: A button yellow, Med.
 YULETIDE: Very late white about Dec. 1.
 YULETIDE, YELLOW: Sport of Yuletide.
 ZORA: The earliest yellow pom.

A N E M O N E S

CAPTIVATION: Mahogany red exhibition.
 COED: Pink with yellow in cushion, Mid.
 ELIZABETH: Clear yellow anemone, Mid.
 GARZA SUPREME: Valuable white for Dec.
 GARZA SUPREME, YEL: Sport of White Garza.
 IZOLA: A very deep pink or Amaranth.
 MAPLE LEAF: An attractive novelty, Ea. Nov.
 NORMA: Orchid and golden pink. Late.
 SORONA: Very fine white with yellow cushion.
 SUZANNE MILLER: Yellow sport of Norma.

S I N G L E S

ANNA NANZIG: Dark sport of Godfrey, Thks.
 BUCKINGHAM, PINK: Dark pink single, Early.
 BUCKINGHAM, BRONZE: Sport of Buckingham, Pk.
 GODFREY: A clear light pink, late Nov.
 MENZA, WHITE: A fine single for late Nov.
 MENZA, YELLOW: A sport of White Menza.
 REGINA MARIE: A large single bronze, Thks.

E A R L Y H A R D I E S

A. BARHAM: Orange bronze.
 ADIRONDA: Golden bronze.
 ALICE HOWELL: Orange yellow.
 ALLADIE: Bronze.
 BOSTON: Semi-double bronze.
 CARRIE: Yellow.
 CRIMSON SPLENDOR: Single crimson.
 ETHEL: Baby red.
 EVELYN: Deep bronze.
 GANNA: Bright pink.
 GLADA: Soft pink.
 GLOMERO: Bronzy orange.
 HARVEST HOME: Golden Yellow.
 JEAN TREADWAY: Pink, dark center.
 LORELEI: Yellow.
 MAYELLEN: Pink Anemone.
 MINONG: Pure white.
 MULDOON: Purplish Amaranth.
 NATOMA: Bright pink.
 NORMANDIE: Creamy white.
 NORMANDIE, YELLOW: Sport of Norm.
 OCTOBER GIRL: Rose pink.
 PINK CUSHION: Wonderful bloomer.
 RUTH HATTON: White.
 R. MARION HATTON: Yellow.
 RUTH CUMMINGS: Reddish bronze.

K O R E A N H Y B R I D S

APOLLO: Bronze red.
 CERES: Old gold.
 DAPHINE: Pink.
 DAZIRA: Light pink.
 INNOCENCE: White.
 MARS: Wine red.
 MERCURY: Old rose & almon.

C A P R I C E

Bronze	Purple
Lavender	White
Pink	Yellow

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